



Time & Money. Commodore®, Atari® & Apple® users get more with VisiCalc™ software.

A financial VP in Massachusetts is cutting the time it takes to prepare month-end reports from three days to three hours.

A California company is replacing most of its time-share computer service with a personal computer and VisiCalc, saving at least \$30,000 the first year.

Thousands of other personal computer users are also sold on how VisiCalc is increasing their productivity. Besides saving time and money, they're simplifying their work and getting more information that helps them make better decisions. A typical user reaction comes from a New York dentist:

"VisiCalc has become an integral part of my business."

VisiCalc displays an "electronic worksheet" that automatically calculates nearly any number problem in finance, business management, marketing, sales, engineering and other areas. The huge worksheet is like a blank ledger sheet or matrix. You input problems by typing in titles, headings and your numbers. Where you need calculations, type in simple formulas ($+, -, \times, \div$) or insert built-in functions such as net present value and averaging. As quickly as you type it in, VisiCalc calculates and displays the results.

"I am extremely impressed with VisiCalc's capability, flexibility and orderly presentation of instructions."

So writes the director of a New York corporation. He appreciates VisiCalc's powerful recalculation feature. Change any number in your model and instantly all numbers affected by that change are recalculated and new results are displayed. You can ask "What if...?" analyzing

more alternatives and forecasting more outcomes. It really increases your decision-making batting average!

When you finish, you can print a copy of the worksheet just as it appears on the screen and/or save it on diskette.

"I like VisiCalc's ease of use."

That response comes from a Utah businessman using VisiCalc for production forecasts, financial report ratio analysis and job cost estimating. Ease of use is VisiCalc's best-liked feature. It's designed for a non-programmer, and has an extensive, easy-to-understand instruction manual.

Users also like solving a wide variety of problems with VisiCalc . . . and solving them their way. VisiCalc can even justify the cost of a personal computer, according to a New Hampshire financial analyst:

"VisiCalc is paying for itself over and over."

VisiCalc is available for 32k Commodore PET/CBM, Atari 800 and Apple disk systems. VisiCalc is written by Software Arts, Inc.

See VisiCalc at your Personal Software dealer. For your dealer's name, call Personal Software Inc. at 408-745-7841, or write 1330 Bordeaux Drive, Sunnyvale, CA 94086.

While there, see our other Productivity Series software: Desktop Plan and CCA Data Management System. They're like time on your hands and money in the bank.

SUBJECT MAIL COST ANALYSIS		
ITEM	QUANTITY	UNIT PRICE
PRINTING COSTS	1000	\$0.00
POSTAGE/MAILING FEE	40.00	\$0.00
OVERHEAD	10.00	\$0.00
OUTGIVING	20.00	\$0.00
RETURN CARD	20.00	\$0.00
STATIONERY	10.00	\$0.00
RECYCLING FEE	10.00	\$0.00
RECYCLING MAILING	10.00	\$0.00
ESTIMATED COST	200.00	\$0.00
UNIT COST PER PIECE	0.20	\$0.00

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SOFTWARE**

Circle 22 on inquiry card.